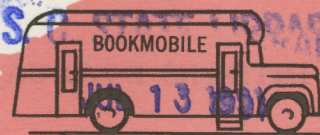


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News FOR PUBLIC LIBRARIES



SOUTH CAROLINA STATE LIBRARY BOARD



STATE DOCUMENTS

Volume I, No. 9

September 1965

STATE LIBRARY BOARD

Services to Public Libraries

- Grants-in-aid
- Inter-library loans
- Professional reference service
- Consultant service to library boards
- On-the-spot assistance to librarians
- Preparation of bibliographies
- Films on library service
- Exhibits of children's books
- Professional library literature
- Library placement bureau
- Service to the blind
- Scholarships for graduate library training
- In-service-training programs
- Summer intern program

PLANNING COMMITTEE FOR CO-ORDINATION OF LIBRARY SERVICES

Representatives of all state agencies providing some type of library service at state level met with Estellene P. Walker, Director, S. C. State Library Board, on August 20. Called with the permission and approval of Governor Robert McNair, the meeting was held to assist the State Library Board in planning services to be provided upon the completion of the State Library Board's new building in 1967. Represented were the libraries of the University of South Carolina, the Department of Mental Health, the Department of Education, Archives, and the State Library.

A similar session has been tentatively planned for later in the year.

APPALACHIA PROGRAM DISCUSSED

A conference on the Aid to Appalachia Program was held in Greenville on August 23. The meeting was attended by heads of state agencies concerned with programs in the six counties of the state included in the Appalachian area, members of County Delegations, and other county officials. Harry Boswell and Richard Dines represented the Aid to Appalachia agency in Washington and talked with the group about the program and the regulations governing it. At the close of the meeting a question and answer hour was held during which Mr. Boswell answered the questions of members of the South Carolina Appalachian Commission and of state agency personnel. In the discussion it was brought out that the purpose of the program is to promote the economic development of the area in order to provide greater

economic opportunity. The program is not a "poverty" program. To get the best return on the public dollar investment, it was urged that projects proposed under the program be regional projects involving several counties rather than projects involving a single county. With this in mind it is hoped that a general public library project can be developed for the benefit of the six South Carolina counties in the area. These are: Anderson, Oconee, Pickens, Greenville, Spartanburg, and Cherokee.

INTERNS EVALUATE SUMMER PROGRAM

Fifteen of the young people who are just completing their summer's internship met Thursday, August 19, in Columbia with their supervising librarians. The interns conducted their own meeting to compare notes on their summer's work and their impressions of librarianship.

The general meeting, held at the Richland County Public Library, was presided over by Betty Callaham, Director of Field Services, S. C. State Library Board, who was in charge of the Intern Program.

Patricia Mercer, a SLB scholarship recipient and now librarian of the Lancaster County Library, spoke to the group as a new member of the profession on "The Lively Career of a Librarian." Estellene Walker, Director of the S. C. State Library Board, also told the interns of the progress made in public library service and of the opportunities available in librarianship today.

During the afternoon session, visits were made to the South Caroliniana and Undergraduate Libraries at U.S.C. as examples of the old and the new as well as to provide familiarity with various types of libraries.

EVALUATIONS OF 1964-65 PROJECTS

Periodicals Project

The Periodicals Project, one of two Book Collection Improvement Projects for 1964-65, was designed as a part of a continuous effort by the State Library Board to improve public library reference services in the state. The initial year of the project provided for grants to public library systems to upgrade the quality of periodicals, to increase their quantity, and to make them easier to use. The project is a continuing one. As a result of the project, access to a wider range of periodical material at local and regional levels will be achieved. At the same time, expensive duplication of long serial runs will be eliminated. The project will enable the participating libraries to meet portions of the recently adopted Standards for South Carolina Public Libraries since it should make immediately accessible the periodical material in most demand and give access within the region to the more extensive holdings of the larger libraries.

Sixteen county and regional library systems participated in the project to spend a total of \$27,212.11. Grants varied from \$1,500 to \$3,000 according to the population served.

Libraries used up to one-third of their grants for first subscriptions to periodicals indexed in the unabridged Readers' Guide to Periodical Literature, the Business Periodicals Index, and the Applied Science and Technology Index. The remaining two-thirds of the grants were used for subscriptions to the indexes, for files of periodicals either bound or on microfilm, and for supplies and equipment to expand or house the existing collections. Grants will be made annually to cover the cost of periodicals subscribed to under the project.

Another phase of the project, which is still being developed, is a union list of periodicals in college, university, and special libraries as well as in public libraries in the state. The list, coded on IBM cards, will provide prompt information concerning periodical holdings.

At least four libraries began binding periodical material for the first time. Seven others added bound runs to those previously held. Four libraries purchased microfilmed runs for the first time while one added a number of runs to its existing microfilm collection. Twelve libraries added shelving to display and store the periodical material. Other libraries purchased microfilm readers and storage cabinets, index tables, binders, storage files, and other equipment for handling periodicals.

One of the most evident results of the Periodicals Project has been the increased number of men readers. Most of the librarians attributed this increase to the addition of business, scientific, and technical periodicals as well as titles concerning how-to-do-it projects and other recreational activities. All librarians reported an improvement in reference service, but most felt that the real reference value of the periodicals was yet to be realized as more people learned to use them and as backholdings were added. All were pleased over the wider range of subject matter which helped to fill a void left by books. Larger library systems reported heavy usage of the specialized titles while most of the smaller systems reported heavier use of the general titles. However, very few of the smaller systems purchased periodicals of a highly technical nature. All libraries had plans publicizing the specialized titles. These included releases to local plant papers, special bulletins from the library for businessmen, releases to local newspapers, and talks to various men's groups.

A few librarians reported reaching new groups and individuals with the project. Most of these were men's groups and individuals interested in specialized areas. At least two librarians felt that the project had stimulated a general interest in the library and all of its resources. All reported increased periodical usage by regular readers.

All librarians reported periodical use by patrons from throughout the county or region either in person, by telephone, or through use of photocopies.

The Periodicals Project has been well received by librarians and patrons during its first year. As the project continues, as backholdings of reference value build up, and as the public becomes more aware of the value of the periodical material, the value of the project in the general improvement of reference service at the local level will be evident.

Children's Binding and Replacement Project

One of the most popular projects for 1964-65 proved to be the Children's Binding and Replacement Project. The largest of two Book Collection Improvement Projects, the Children's Project was designed to bring the circulating collections used to serve children up to an acceptable standard of cleanliness and repair. Grants were made to rebind or replace children's books which had been worn out through use or which, through the passage of time, had become out of date and inaccurate in information.

Sixteen county and regional library systems met requirements for participation in the project and spent a total of \$59,753.29. Grants were based on 4¢ per capita of the total county or region according to the 1960 census. The largest amount received by a system was \$8,655 and the smallest \$1,113.

As a result of the project, the quality of the Children's Collections in the sixteen systems has been greatly improved. The two areas that appear to have benefitted most are the non-fiction and the "Easy" sections. At least one library now reports holding copies of all JE's and JNF's in print in the 1960 Children's Catalog and supplements and at least one-half of the juvenile fiction titles. As a whole, the Children's Collections are in good physical condition. Very few worn, ragged books are in evidence on the shelves, since libraries were required to present proof that books being replaced had been withdrawn from circulation. However, in most of the libraries additional work needs to be done with the Children's Collections, especially in the replacement area. Every library reported that additional funds could be used. Plans for regular programs of weeding, binding, discarding, and replacing have been made in all libraries and funds included in the 1965-66 budgets for A-1 binding. One library requested an increased book budget for the Children's Department to permit continued replacement and binding.

Improved library service to children has resulted from the project. A few libraries sponsored Vacation Reading Clubs for the first time while others reported more active clubs. All reported an increase in circulation and felt that this was partially due to having more books and newer and more attractive books on the shelves. All librarians were pleased over the wider coverage of subject matter in the non-fiction titles and the up-to-date information. One librarian reported that children appeared to be taking out more books on each visit than before. Not only were the children impressed with the appearance of a more attractive and up-to-date collection, but parents and other patrons have noticed and commented favorably on the improvement.

The project has been warmly received by librarians, children, and parents. As a part of the total Book Collection Improvement Project, the Children's Binding and Replacement Project, aimed at improving children's libraries, can be counted a success.

WELCOME TO THE HAPPY BAND, LURA!

Even under the alias, "Laura Gurrier", we recognized you in the Florida Libraries, June edition, as being one of those who would "rather fight than switch."

RED FACE DEPARTMENT

In an instance of "honor by association," Pickens rather than Oconee County Library was listed as one of the Book-of-the-Month Club award winners in the August newsletter.

Our sincere apologies to Oconee and the hope, as expressed by Mary Aiken, Pickens County Library, that the error will prove to be a good omen.

SLB STAFF MEMBER VISITS OTHER STATE LIBRARIES

During a vacation trip to Oregon, Frances C. Stuart, Cataloger, State Library Board, visited the State Libraries in Salem, Oregon, and Olympia, Washington. Mrs. Stuart was especially concerned with the provision for the catalog department in the buildings and with their application to the new SLB building.

REFERENCE CONSULTANT CITED

Charles H. Busha, Reference Consultant of the S. C. State Library Board and a liaison officer in the S. C. Army National Guard, was selected as his battalion's "Out-standing Officer of Summer Field Training" during two weeks of active duty at Fort Stewart, Georgia, during August. Benefits of the award include the payment of Capt. Busha's annual dues in both the United States and S. C. National Guard Associations. (Editor's note: He should also be cited for dispatching a 5 1/2 foot rattlesnake complete with 18 rattles and a button!)

JMRT MEMBERSHIP COMMITTEE

Norma Lightsey has been asked to serve on the South Carolina ALA Membership Committee as a member of the Junior Members Round Table of the American Library Association. This is part of a campaign in every state to enable JMRT to work within ALA's framework and take advantage of its membership promotion.

JMRT is a Round Table of ALA and was organized in the early 1930's for young librarians. Its purpose is to make them feel welcome in their profession, in the Association, and at the annual conferences. One of the best known projects undertaken by JMRT is the Supplement to Cannon's Bibliography of Library Economy which was called Library Literature, 1921-1932. The group has had such prominent leaders as Lucille Morsch, Ralph A. Ulveling, Foster E. Mohrhardt, and Paul Howard.

Membership in JMRT is open to any librarian who is a member of ALA and who has been in the profession less than five years or is under thirty-five years of age. Annual dues are \$1.00.

CALIFORNIA LIBRARY DUPLICATES SLB BROCHURES

The Covina, California, Public Library has duplicated the "Tips for Teachers" and "Tips for Students" folders which the State Library Board prepared two years ago. Dorothy Weeding, Library Director, writes: "We here at the library feel that the folders will be a valuable communication tool for library-school relationships and wish to extend our appreciation for your graciousness."

PRE-CONFERENCE WORKSHOP

The Public Library Section of SCLA will sponsor a workshop on bookmobile service On October 28 at the Jack Tar Poinsett Hotel, Greenville. Phyllis Snyder, North Carolina State Library, will be the consultant.

Frances B. Reid, Librarian, Spartanburg County Library, is chairman of the workshop committee. Mary Cox, Extension Librarian, Greenville County Library, and Annie Frances Blackmon, Extension Librarian, Anderson County Library, are members of the committee.

Participants will be requested to review ALA's Standards of Quality for Bookmobile Service. (\$1.50 from ALA)

GOLDEN ANNIVERSARY OF SCLA

The 44th annual meeting, which is also the 50th anniversary, of the South Carolina Library Association will be held at the Jack Tar Poinsett Hotel, Greenville, October 29-30.

A symposium on federal legislation and aid to libraries will open the conference. Germaine Krettek, Director, ALA Washington Office, will be moderator for the symposium.

Section speakers will be: Public, Raymond E. Williams, Librarian, McIntire Public Library, Charlottesville, Virginia; School, Mary Helen Mahar, Specialist for School and Children's Libraries, Library Services Branch, U.S. Office of Education; University, Dr. Jerrold Orne, Librarian, University of North Carolina; Trustee, Paxton Price, Director, Library Services Branch, U. S. Office of Education.

The Honorable Donald S. Russell, U. S. Senator, will be the banquet speaker and John Dickson Carr, noted author, will address the luncheon meeting.

SYMPATHY TO

The family of Mrs. J. Vernon Phillips who died on July 28, 1965. Among Mrs. Phillips' many civic, social, and religious activities was her membership on the Cherokee County Library Board. She was chairman of the board for many years.

NEW PLS COMMITTEE APPOINTED

A Committee on Implementation of Standards has been appointed by the SCLA Public Libraries Section. The committee will continually review the Standards for South Carolina Public Libraries, recommend any needed revisions or additions for the consideration of the Section, and report annually on progress made toward the implementation of the Standards.

All of the members of the original Standards Committee have agreed to serve on the new committee. They are Mrs. Marguerite Thompson, Mrs. Catherine Lewis, Frances Reid, Emily Sanders, Margaret Mosimann, Mary Cox, and Josephine Crouch. In addition three new members have been named: Mrs. Lila Morley, Mrs. Louise Brunson, and Chapman J. Milling, Jr. The committee will hold an organizational meeting during the SCLA meeting in October to plan its activities for the coming year.

DISADVANTAGED FUNDS FOR SCHOOL LIBRARIES

Under Title I of the Elementary and Secondary School Education Act, South Carolina counties are eligible for allocations ranging from \$131,783 to \$1,881,789 for improving services to disadvantaged school children. Local librarians and library trustees are urged to confer with school officials to stress the need for improvement of school libraries. Special emphasis should be placed on the addition to the school library of curriculum related material, the lack of which has crippled the teaching program, deprived pupils of necessary materials, and placed undue burdens on public libraries which are not equipped to give school library service.

WALTER F. O'KEEFE

The following was received from Fargo Balliett, Jr., Sales Manager, Institutional Department, Doubleday & Co.: "It is with deep regret that we inform you of the death of Walter F. O'Keefe, who was Sales Manager of the Institutional Department for over thirty years. Mr. O'Keefe retired in 1962 and died on June 19 after a short illness. I know that his many librarian friends will be grieved to hear of his passing." (Editor's note: Mr. O'Keefe was as well known to librarians as the Dewey Decimal System and much more entertaining and popular)

EXCHANGE COLUMN

(Back Issues of Magazines Wanted - Available)

The Greenwood City and County Library needs a copy of the Library Journal, October 1, 1964. Notify Elizabeth L. Porcher if you have a copy to sell or donate.

Mrs. Catherine Lewis, Librarian, Horry County Memorial Library, offers to the first takers the following volumes of National Geographic bound in red buckram, lettered in gold: v. 47-48 (1925), 49 (1926), 51-52 (1927), 56 (1929), 57-58 (1930), 59-60 (1931), 61 (1932), 69-70 (1936).

REVISION OF NATIONAL PUBLIC LIBRARY STANDARDS

A grant of \$17,855 has been made to the Public Library Association for a new edition of Public Library Service, the national standards for public libraries published in 1956 by ALA. The grant was made by the J. Morris Jones—World Book Encyclopedia—ALA Goals Award, a grant given annually to the American Library Association and its units by Field Enterprises Educational Corporation of Chicago to "encourage and advance the development of public and/or school library services and librarianship through recognition and support of programs which implement 'Goals for Action', " a policy statement directed toward the improvement and promotion of library service and librarianship throughout the nation.

EMPLOY THE PHYSICALLY HANDICAPPED WEEK

The 20th Anniversary of National Employ the Physically Handicapped Week will be observed this year, October 3-9, 1965. Since its formation in 1960, the Library Committee has undertaken numerous projects including promotion of special displays in libraries throughout the country featuring books, pamphlets, pictures, and other materials on employment of the handicapped.

Libraries are requested to cooperate with the Governor's Committee on Employment of the Handicapped in promoting displays in libraries.

A packet of materials consisting of posters, pamphlets, fact sheets, etc. may be obtained from The President's Committee on Employment of the Handicapped, Washington, D. C. 20210.

For additional information and material, write: Mr. Larry K. Volin, Secretary, Library Committee, The President's Committee on Employment of the Handicapped, Washington, D. C. 20210, and Kathryn Lewis, Secretary, Governor's Committee on Employment of the Handicapped, P. O. Box 1406, Columbia, S. C. 29201.

LIBRARY FURNITURE AND FURNISHINGS

Librarians planning new facilities or remodeling existing buildings will find many valuable guides in the April 1965 issue of Library Trends on "Library Furniture and Furnishings." The guest editor of the 131-page issue is Frazer G. Poole, Librarian, University of Illinois, Chicago Circle.

Copies of the issue may be obtained from Sales and Subscriptions, University of Illinois Press, Urbana, Ill., for \$2.00 each. It is also available on interlibrary loan from the State Library Board.

CITATIONS HONORING EXCEPTIONAL PHILANTHROPY TO LIBRARIES

Who's Who in America is requesting information for its biennial awards for exceptional gifts to libraries. The citations fall into two categories of individual or estate giving. One type of award is for the largest gifts in proportion to a library's annual income. The other type is for gifts selected by the Editors as the most outstanding or significant examples of memorial giving. Any library receiving such gifts please notify the State Library Board giving the following information:

Name of library with address; average annual income in dollars giving dates for period covered (July 1, 1963 - June 30, 1965); average annual circulation with dates, amount of value of largest gift; basis of valuation of gift if not received in money; and name and address of donor (if gift given posthumously, indicate). Also, send any additional information which might be useful: Motivation back of gift, association with donee library, interesting details and sacrifice involved. Please sign and give title of the person preparing report.

R. H. Smith, West Columbia, S. C., received a citation in 1962-63 for his gift of \$20,000 toward the construction of a building, a branch of the Lexington County Library to serve the West Columbia-Cayce communities. Mr. Smith's gift resulted in the erection of the R. H. Smith Library.

OF LIBRARIES AND LIBRARIANS

The Creative Arts Committee of the Greenville Art Association sponsored a showing of the work of Greenville artist, Alma Barkshadt, at the Fountain Inn Branch of the Greenville County Library during the month of August.

The Colleton County Memorial Library received five books as memorials recently in memory of Charles Edward Fripp. Mr. and Mrs. O'Hear Fraser of Walterboro contributed the two-volume "Battle of Gettysburg," and "After the Civil War" by John S. Blay and "Retreat to Glory," a biography of Sam Houston, were presented by Dr. and Mrs. Ambrose G. Hampton, Jr., of Columbia. Mr. and Mrs. Jesse D. Boynton donated "Old South Illustrated" in memory of Mrs. E. A. Marvin.

The twelve top winners in the "Rocket to Adventure" vacation reading program of the Hartsville Library received autographed photographs of Astronauts James A. McDivitt and Edward H. White, II. Ludy Benjamin, a former Hartsvillian, now with NASA, made the color photographs and obtained the autographs.

The Iris Garden Club presented new draperies, a table, and chairs to the Salem Branch of the Oconee County Library.

Thirty Cadette Girl Scouts from five troops of District III of the Savannah River Girl Scout Council contributed 249 hours of community service to assist with the vacation reading club at the main library of the Aiken County Public Library during June and July.

Liberty Town Council donated \$1,000 to the Sarlin Community Library Fund. The Sarlin family donated a lot and \$5,000 for the construction of the new building for the Liberty Branch of the Pickens County Library.

Mrs. Gene Edney is the new librarian at the Salem Branch of the Oconee County Library.

Walter C. Plunkett, Jr., Aiken, is chairman of the ABBE Regional Library Board. Mr. Plunkett succeeds Mrs. Ben P. Davies, Jr., of Barnwell.

Ray Peppers, Librarian, Beaufort County Library, announces the following staff changes: Mrs. Amalia V. Pugh is county bookmobile librarian; Mrs. Agnes Sherman has been added to the staff of the Laura Towne Branch, from which Mrs. Ethel Bailey is retiring on September 30.

Marilyn Searson, a recent graduate of the School of Library Science of the University of North Carolina, has joined the staff of the Greenville County Library as Young Adult Librarian.

Two former librarians of the Sumter Carnegie Library have recently assumed new positions. Jim Pickering is director of the Warder Public Library, Springfield, Ohio, and James Baker Watts is the new director of library services and instructional materials, Clearwater Campus, St. Petersburg (Florida) Junior College.

BOOK EVENINGS AT CHARLESTON

A monthly series of book evenings, "What Makes a Book Live?", will be sponsored by the Charleston County Library beginning in October. The programs are as follows: October 4, 1965: Balzac, Dr. Girdler B. Fitch; November 1, 1965: Flannery O'Connor, Richard Coleman; December 6, 1965: Fielding "Tom Jones", Col. James G. Harrison; January 3, 1966: James Joyce, Richard Coleman; February 7, 1966: Dickens, John E. Gibbs; March 7, 1966: Proust, Dr. Henry Miller, Jr.; April 11, 1966: Don Quixote, Dr. Girdler B. Fitch; May 2, 1966: Thackeray, Col. James G. Harrison. The series will be held on Monday nights at 8 o'clock in the Lecture Room of the Charleston County Library, 404 King St., and will be open to the public.

YOUR PROBLEMS

by Anne Library

My dear Miss Library:

The Gismo Public Library is almost a part of our family. There has been a member of the family on the board ever since my husband's grandfather gave the lot for the building. Upon the death of my mother-in-law, who had been a member of the board for forty years, the mayor appointed me to the board. Dear TeTe never attended a meeting of the board, but by graciously lending the prestige of her name to the board gave it a prominence which it would otherwise not have enjoyed. Now I really want to show my interest in the library

by some dramatic gesture which will capture public attention. Be a dear girl and suggest something—not involving money, for my husband and I, though wealthier than our neighbors, are devoting our full financial support to a worthy organization devoted to securing the impeachment of any government official whose opinions differ from ours; nor my time, for I travel a great deal and when at home must devote most of my waking moments to social engagements. I have been able to think of only two possibilities—the gift to the library of two family treasures which our decorator declared impossible for our new decor and which are too large to be stored comfortably in our attic since it has been converted into a bar and game room. These are a large winter landscape of a bleak, flat countryside with a frozen buffalo in the foreground (about 20' X 10') and the bust of an interesting looking Indian chief by an unknown artist unless the words Arbuckle's COF. . . incised in the back identify him. Frankly, I have never been in our library and am not sure that space is available to adequately and safely display these art masterpieces, but I am determined to find a moment to drop by the library, see it, and talk with the librarian about books which she might innocently buy not knowing they present a liberal viewpoint.

Please be your usual helpful, delightful self and suggest something for me. I am counting on you!

Sincerely yours,

Catherine Wheel
(Mrs. B. I. G.)

Dear Mrs. Wheel:

My advice comes Air Mail Special Delivery and on asbestos. Run, don't walk, to the nearest telephone, call the Mayor, and resign from the library board. You could do no greater service for your library, and your "dramatic" action in resigning an appointment which you never really intended to fill should win public applause. Library board membership is not just an honor; it is an opportunity for service. No one has any business accepting such an appointment unless he is willing to work hard in the interest of the library; attend all meetings; take time to inform himself on library needs; and devote a good deal of thought to solving library problems. To unload your frozen buffalo and plaster Indian, try the next auction at your church bazaar. By the way, aren't you old enough to remember Arbuckle's coffee?

With my best wishes for your retirement,

Anne Library

P. S.

Am enclosing a dime in case you have to use a pay phone for that call!

CAROLINIANA

- Hannah, L. Bennett. Forests of the night. R. L. Bryan Co., \$3.50. Order from Mrs. Albert Howell, 735 Banks Avenue, SE, Aiken, S. C. An historical novel of Francis Marion and the Revolutionary War.
- Harley, L. A. Spices of Life, past and present. Gittman's Book Shop, 1227 Main Street, Columbia, S. C. True stories, old jokes, anecdotes, recipes, and poems by an award winning cake baker.
- Howe, George. History of the Presbyterian Church in South Carolina, volume one. Publication date: Probably December 1. Pre-publication price: \$10.00 (Higher after publication date.) Order from Presbyterian Synod of S. C., 1430 Washington Street, Columbia, S. C. The Synod authorized the reprinting of 1,000 copies of Dr. Howe's history, which was first printed under its authorization in 1870.
- Milling, Laurens W. The True Story of a Bird Dog. Kohn Publishing Co., Columbia, S. C. \$2.00. Order from Gittman's Book Shop, 1227 Main Street, Columbia, S. C. Heart-warming story of a hunter and his dog. Paper back.
- Richardson, Bobby. The Bobby Richardson Story. Fleming H. Revell Company, Publishers, Westwood, N. J. \$3.95.
- Summer, G. L. Newberry County, South Carolina. Historical and Genealogical. G. L. Summer, Jr., c/o Home Furniture Co., P. O. Box 315, Newberry, S. C. \$13.50. G. L. Summer, Jr., has reprinted his father's history which was first issued in the early 1950's.

(CAROLINIANA IS LISTED FOR THE INFORMATION OF LIBRARIANS. INCLUSION ON THE LIST DOES NOT NECESSARILY MEAN A RECOMMENDATION BY THE S. C. STATE LIBRARY BOARD)

News for Public Librarians is published monthly by the South Carolina State Library Board, Estellene P. Walker, Director, 1001 Main Street, Columbia, South Carolina 29201. Nancy C. Blair, Editor, Lott Pruitt, Printer.

This monthly feature is designed to show you an outstanding example of publicity or public relations done by a South Carolina public library, and to tell you how it came about.

Horry County's Library Needs AUG 4 1965 More Facilities And Training

Editor's Note—This is the first part of a two-part article on Library facilities in Horry County, based on the annual report of the Horry County Memorial Library Commission. The second and final portion will be published in The Sentinel next week.)

Horry Countains are doing a heap of reading these days but there may be a sharp fall-off unless something is done to provide training for much of the library personnel and to make more adequate already strained physical facilities.

This is the general message of the 1965 Annual Report of the Horry County Memorial Library Commission.

ency. of government providing direct library service to all residents of its area.

"The next step," the report says, "Must wait upon the development of county systems in neighboring counties or upon the development of an area resource library (as contemplated at the state level.)

One of the new standards for libraries states, "The local library which provides bookmobile and other services to schools should be suitably reimbursed by the school system. Where a public library carries the burden of student reference work in school or college, it should be recompensed for that

opening and two-week intervals for bookmobiles.

"There has been no demand for Sunday service in any community in the county," the report shows, "and we should await some indication of need from the public before stretching staff time to cover this additional period."

Two week bookmobile service could be provided with present equipment but "only by their complete incorporation into a single schedule. And this, the report says, needs more study.

"Horry County Memorial Library complies already with the standards for circulation of materials, which the exception of communication among

Here's a fine example of "routine" publicity -- and positive proof that you can do something with your annual report!

Mrs. Catherine H. Lewis, librarian of the Horry County Memorial Library, gave her annual report to Editor Rod Sparrow of the Loris, S. C., Sentinel about two weeks prior to his publication of a comprehensive two-part series on the information contained in the annual report. Mrs. Lewis explains that she has worked closely with Mr. Sparrow for a number of years, that he is deeply interested and informed concerning library needs and goals, and that he has given consistent support for library programs and activities. Mrs. Lewis always provides him with a copy of her annual report, and holds open board meetings with the press always invited.

Mrs. Lewis points out that publicity is a continuing function of the library, and that good publicity must be sought by person-to-person contact, and full information provided to media.

Moral: Get to know your local newspaper, radio, and TV representatives, and keep them informed.